



**The North Face adds All Mountain Category and Expands Virtual Competition to Europe**  
*AMOS and PPOS will operate under new Peak2Park Umbrella with \$65k in Total Prizing*

ALAMEDA, CA (Nov. 8, 2016)—Since 2010, The North Face Park and Pipe Open Series has provided a valuable platform for competitors hoping to reach the professional level. In 2014, the global adventure brand introduced The North Face Park and Pipe Open Series Virtual Competition (PPOS), offering competitive freeskiers an opportunity to virtually compete from anywhere in North America. The North Face is excited to expand its virtual offering for the 2016-17 winter season, with the new All Mountain Open Series Virtual Competition (AMOS). AMOS is open to snowboarders and skiers throughout Europe and North America.

AMOS will operate alongside PPOS under the new Peak2Park Virtual Competition umbrella through an online platform located at [peak2park.com](http://peak2park.com). Both competitions will include Junior (15 & under) and Open divisions for men and women in North America and Europe. PPOS will remain a freeskiing only competition.

“The North Face is dedicated to the progression and development of the freeski and freeride cultures,” said The North Face Sports Marketing Director Katie Ramage. “We seek to offer skiers and snowboarders an opportunity to showcase their raw talent. Athletes don’t need expensive camera equipment to get noticed; Peak2Park is solely about athletic ability and creativity; giving anyone with a local hill and a camera the opportunity to see how they stack up against the competition.”

“Europe offers some of the world’s best backcountry freeride playgrounds,” said The North Face EMEA VP Marketing & e-Commerce Jeremy de Maillard. “The expansion into Europe and the addition of freeriding makes Peak2Park a truly global competition. We look forward to seeing talented riders from around the world explore their favorite mountains while creating and sharing their dream runs with us; from the powder havens of Chamonix to the steepest lines in Alaska.”

**About PPOS—**

In 2016, PPOS hosted 175 athletes, 75% of which had never competed in a PPOS event. Registered PPOS freeskiing participants are invited to film short halfpipe, big air and slopestyle clips from anywhere in North America and Europe and piece the footage together for an edit no longer than 180 seconds. The final edit serves as the athletes competition run. The PPOS platform offers a public and a professional judging round for each discipline.

**About AMOS—**

Registered AMOS snowboarders and skiers in North America and Europe are invited to film 5-7 short clips utilizing features found at resorts or in the backcountry—outside of the terrain



park—and edit them together to create one “dream run”, no longer than 180 seconds. The final edit serves as the athletes competition run. There will be a public voting window and a professional judging round to decide the AMOS Ski and Snowboard winners.

Peak2Park is putting up more than \$65,000 in prizes; including cash, Rossignol skis and snowboards, LOOK bindings, GoPro cameras and gear by The North Face. Upon the completion of the competition season, one PPOS Grand Prize Winner will be selected by Tom Wallisch to film with the Good Company crew. The AMOS Snowboard and Ski Grand Prize Winners will head to the backcountry to ride and film with The North Face professional ski and snowboard athletes. The Grand Prize includes travel, ground transportation, lift tickets and lodging. Winners will be announced at the conclusion of each judging round. PPOS and AMOS will have additional specialty awards, including Best Trick, Best 100% GoPro Edit and Viewer’s Choice for the video which receives the most public votes.

In 2016, [Colby Stevenson](#) of Park City, UT was selected as the PPOS Grand Prize Winner for his standout performance in both Men’s Slopestyle and Halfpipe. Stevenson was featured in Good Company’s first full-length film, Vice Versa which was released in August of 2016.

"This is a huge door opener for people," said Stevenson while filming with Wallisch and Good Company at Superpark 20 in Mammoth Lakes, CA. "You can try a trick as many times as you want, as many times as you need to do it, in order to get it and make it look the best."

"It's great for people of all levels of skiing because they can enter the competition and it doesn't matter if they are doing double corks or 360's, they can put together their best run, have some fun and share it with everyone," Stevenson said.

Registration is set to open on Nov. 8, 2016. The video submission window for PPOS and AMOS opens on Jan. 5, 2017.

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goods stores globally and we are headquartered in California on a LEED Platinum-certified campus. For more information, please visit [www.thenorthface.com](http://www.thenorthface.com).

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